

Meet the
maddest mob of money-makers that ever
made a howling mess of the U.S. Mint!

COLUMBIA PICTURES presents

JIM HUTTON · DOROTHY PROVINE · MILTON BERLE · JOEY BISHOP
BOB DENVER and
WALTER BRENNAN IN
as "Pop"

**"WHO'S MINDING
THE MINT?"**



*Could they
make their
way into
the U.S. Mint
and make all the
money they wanted?
YOU BET YOUR SWEET
\$7,000,000 THEY COULD!*

co-starring

VICTOR BUONO · JACK GILFORD

Written by R. S. ALLEN and HARVEY BULLOCK · Music by LALO SCHIFRIN



Produced by NORMAN MAURER · Directed by HOWARD MORRIS · A NORMAN MAURER PRODUCTION · EASTMAN COLOR



Ad No. 502—870 Lines—5 Cols. x 12¼ Inches

Also Available as Ad No. 403 (see Page 3)

Also Available as Ad No. 301—306 Lines—3 Cols. x 7¼ Inches

**FROM
COLUMBIA**
THE TOTAL LOOK IN ENTERTAINMENT

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PB #30/15

**THE WORLD'S MOST IMPOSSIBLE ROBBERY...
WITH THE SCREEN'S MOST IMPOSSIBLE GANG...
IN THE YEAR'S MOST HILARIOUS PICTURE!**

COLUMBIA PICTURES presents

JIM HUTTON · DOROTHY PROVINE · MILTON BERLE
JOEY BISHOP · BOB DENVER
and
WALTER BRENNAN IN
as "Pop"

**"WHO'S MINDING
THE MINT?"**

*With a cast
of thousands (new ones!)
and hundreds,
tens and singles*



co-starring

VICTOR BUONO · JACK GILFORD

Written by R. S. ALLEN and HARVEY BULLOCK · Music by LALO SCHIFRIN

Produced by NORMAN MAURER · Directed by HOWARD MORRIS · A NORMAN MAURER PRODUCTION · EASTMAN COLOR



*The producers
wish to thank
George Washington,
Abraham Lincoln, Teddy Roosevelt,
and Ulysses S. Grant... without whom
this motion picture could not
have been made!*

Ad No. 401—636 Lines—4 Cols. x 11¼ Inches

Also Available as Ad No. 502 (see front cover)
Also Available as Ad No. 301—306 Lines—3 Cols. x 7 1/4 Inches

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Exhibitors are urged to make the new seal (shown above), and what it stands for, known to the public and the press. Retain the seal in your approved ads. Display the seal in your lobby. Run the special trailers on your screen. Information and display kits are available from National Screen Service.

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IN THE YEAR'S MOST HILARIOUS PICTURE!

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BOB DENVER and
WALTER BRENNAN ^{IN}
as "Pop"

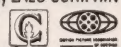
**"WHO'S MINDING
THE MINT?"**



co-starring
VICTOR BUONO · JACK GILFORD

Written by R. S. ALLEN and HARVEY BULLOCK · Music by LALO SCHIFRIN

Produced by NORMAN MAURER · Directed by HOWARD MORRIS · A NORMAN MAURER PRODUCTION · EASTMAN COLOR



Ad No. 302—240 Lines—3 Cols. x 5¾ Inches

THE SCREEN'S MOST IMPOSSIBLE GANG...
IN THE YEAR'S MOST HILARIOUS PICTURE!

COLUMBIA PICTURES presents

JIM HUTTON · DOROTHY PROVINE · MILTON BERLE · JOEY BISHOP
BOB DENVER and
WALTER BRENNAN as "Pop"

"WHO'S MINDING THE MINT?"



VICTOR BUONO · JACK GILFORD

Written by R. S. ALLEN and HARVEY BULLOCK · Music by LALO SCHIFRIN
Produced by NORMAN MAURER · Directed by HOWARD MORRIS · A NORMAN MAURER PRODUCTION · EASTMAN COLOR

co-starring

Ad No. 201—100 Lines—2 Cols. x 3½ Inches

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UTILITY MAT NO. 1

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| • Ad No. 101 | • Ad No. 205 |
| • Ad No. 201 | • Publicity 1-C |
| • Ad No. 203 | • Publicity 2-C |
| • Ad No. 204 | |

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JOEY BISHOP · BOB DENVER

**"WHO'S MINDING
THE MINT?"**

**The
World's
Most
Impossible
Robbery!**

DOROTHY PROVINE · MILTON BERLE
and
JOEY BISHOP

**"WHO'S MINDING
THE MINT?"**



co-starring
VICTOR BUONO · JACK GILFORD

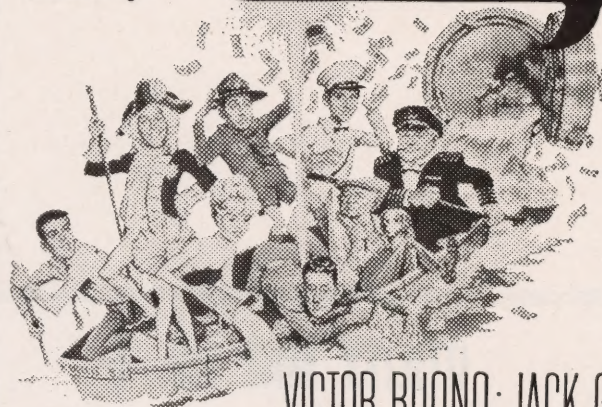
Written by R. S. ALLEN and HARVEY BULLOCK · Music by LALO SCHIFRIN
Produced by NORMAN MAURER · Directed by HOWARD MORRIS
A NORMAN MAURER PRODUCTION · EASTMAN COLOR

Ad No. 202—200 Lines—2 Cols. x 7 1/8 Inches

JIM HUTTON · DOROTHY PROVINE · MILTON BERLE
JOEY BISHOP · BOB DENVER and
WALTER BRENNAN as "Pop"

**The World's
Most
Impossible
Robbery!**

**"WHO'S MINDING
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co-starring
VICTOR BUONO · JACK GILFORD

Written by R. S. ALLEN and HARVEY BULLOCK · Music by LALO SCHIFRIN
Produced by NORMAN MAURER · Directed by HOWARD MORRIS
A NORMAN MAURER PRODUCTION · EASTMAN COLOR

Ad No. 203—150 Lines—2 Cols. x 5 3/8 Inches

COLUMBIA PICTURES presents
JIM HUTTON · DOROTHY PROVINE · MILTON BERLE · JOEY BISHOP
BOB DENVER and
WALTER BRENNAN as "Pop" IN
EASTMAN COLOR

**"WHO'S MINDING
THE MINT?"**

Ad No. 205—32 Lines—2 Cols. x 1 1/8 Inches

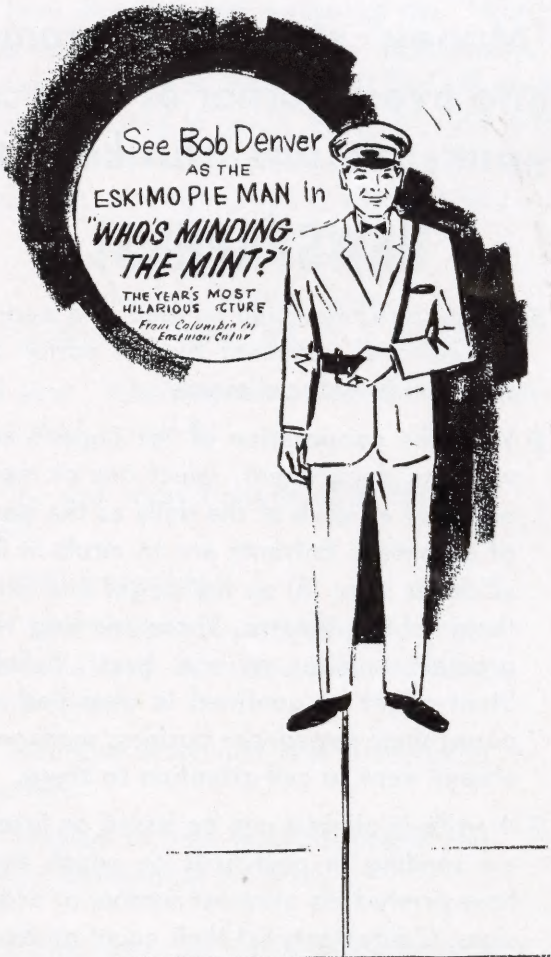
Eskimo Pie Corporation Goes All-Out in Promotion Of "Who's Minding the Mint?"

An Eskimo Pie truck figures importantly in "Who's Minding the Mint?" as the getaway vehicle in which some \$7,500,000 is removed from the vicinity of the U. S. Treasury. Bob Denver, who is well-known to television audiences for his "Gilligan's Island" series, plays the Eskimo Pie vendor who also is important in the bungled burglary; his job, in addition to driving the getaway vehicle, is to keep an attractive young woman romantically occupied so that her curiosity doesn't wreck the underground raid.

The Eskimo Pie Corp. has prepared a number of point-of-sale display items which plug Bob Denver and the film. These include the 9" high cutout figure at right, to be used in stores and elsewhere; the 9" x 3" channel rail strip for use on the freezer units of supermarkets and stores handling Eskimo Pie products; and the 15" x 4" window streamer, shown in "rough," which also is being distributed as a 22" x 10" Eskimo Pie truck banner. The 9" high cutout art will also be used on a truck banner. This material is going to all Eskimo Pie outlets across the country, via the company's franchise distributors, along with playdate information.

Useful stills from the film include Still Nos. 6, 8, 12, 40, 55, 60, 79 and 95. Still Nos. 79 and 95 are star heads of Bob Denver as he appears in the comedy, in Eskimo Pie uniform.

A limited quantity of the Eskimo Pie Corporation's point-of-sale material shown here is available FREE from: Exploitation Department, Columbia Pictures Corp., 711 Fifth Avenue, New York, N. Y. 10022.



9" Cutout of Bob Denver, (above) for stores. This art will also be used on a truck banner.

Get In Touch With Eskimo Pie Field Salesman Nearest You!

The Eskimo Pie field salesman in your territory (see list at right of page) will put you in touch with the Eskimo Pie franchise distributor, and will work with you. If there are any questions about this tie-up, or additional assistance desired in your "Who's Minding the Mint?" Campaign, write direct to:

Mrs. Arline Stephenson
Merchandising Coordinator
Eskimo Pie Corporation
530 East Main Street
Richmond, Virginia 23212

Mr. Robert H. Koeble
1745 Elmhurst Lane
Concord, California 94521

Mr. Arthur T. Springer
509 Knox Avenue, North
Minneapolis, Minnesota 55430

Mr. Raymond Pickett
165 Haynes Street, S.W.
Atlanta, Georgia 30301

Mr. Robert B. Flick
444 Forest Green Drive
Webster Groves, Missouri 63119

Mr. Thomas S. Lyons
11 Meadowlark Lane
East Brunswick, New Jersey

Buddy Tyler
4719 Navarro Rd., S.W.
Canton, Ohio 44706



15" x 4" Window Streamer (left) also used as a 22" x 10" truck banner.

ALL DISPLAYS ARE SHOWN HERE IN "ROUGH."



9" x 3" Channel Rail Strip (below), for supermarket freezer units.

Work With Eskimo Pie Distributor in Your Territory!

- Arrange for possible FREE distribution of Eskimo Pie products to "Who's Minding the Mint?" audiences!
- See that the point-of-sale material described above is supplemented with theatre and playdate credits!
- Go after special displays in supermarkets handling Eskimo Pie products, as well as contest prizes, herald distribution and similar co-operation!
- Work contests onstage or on television, for the youngsters who can eat an Eskimo Pie fastest, and those who comes closest to guessing

when an Eskimo Pie will be completely melted at studio or room temperature, etc.

- See that Eskimo Pie vendors distribute "Who's Minding the Mint?" heralds, and that your message also is rubber-stamped or printed on the paper napkins they supply with their merchandise.
- Invite Eskimo Pie franchisees and their vendors to a screening for the good-will such an action engenders and also as an angle on which a radio or newspaper interviewer may capitalize.
- Where local franchise distributor advertises, go after co-op support in newspapers, radio and television.

The "funniemuny" and the "Who's Minding the Mint?" herald, both illustrated and described on page 9 of this pressbook, may prove valuable special distribution items with this Eskimo Pie promotion. Discuss both with the Eskimo Pie franchisee in your territory, with a view to his assistance in distributing these items, and defraying costs by imprinting his own merchandising message along with your theatre and playdate credits.

'Mint?' is All About How to Make Lots of Money Fast

— Sell It With Lots of 'Money' All Over Town!

"Money" stunts and promotions can reach money, smelling money, tasting money, into every corner of your community, to get hearing money—and seeing "Who's Minding the Mint?" It's plain dollars and sense!

NEWSPAPERS!

- \$ The picture title could be used as a lead-in for editorial comment by the editor on the local or national scene.
- \$ With the cooperation of the paper's advertising department, select one or more pages of an issue of the daily as the basis of a contest. Entrants are to circle in ink all dollar signs (\$) on the pages and send them to the theatre. Those marking the greatest number to win guest tickets. Stunt might be confined to classified ad pages since newspaper business managers always want to call attention to these.
- \$ A write-in contest can be based on listeners sending in postcards on which they have printed the greatest number of dollar signs. Contestants list their count on front of card to simplify selection of winners.
- \$ Have a cooperative deejay feature a "Money Music" program during which he plays numbers that have some mentions of amounts of money in their lyrics, such as "We're in the Money," "I Found a Million Dollar Baby," etc. Listeners can be asked to give the correct titles of the songs on postcards sent to the station for a sweepstakes drawing.
- \$ Plant an ad in the personal columns, with copy along these lines: " 'Who's Minding the Mint?' Call PL 1-4400."
- \$ A contest can offer guest tickets and trial subscriptions to readers who can identify the monetary units of several countries in a mix-match stunt. The monetary unit of the United States is a dollar, so the correct answer is I-i. Entrants are to write the correct pairings on postcards and send to the paper for a sweepstakes drawing.

- | | |
|------------------|---------------|
| 1. United States | (a) Peseta |
| 2. Japan | (b) Schilling |
| 3. U. S. S. R. | (c) Mark |
| 4. Spain | (d) Escudo |
| 5. Finland | (e) Lire |
| 6. Portland | (f) Krone |
| 7. Norway | (g) Rub'e |
| 8. Italy | (h) Yen |
| 9. Germany | (i) Dollar |
| 10. Austria | (j) Markka |

The correct answers are: 1-i, 2-h, 3-g, 4-a, 5-j, 6-d, 7-f, 8-e, 9-c and 10-b.

ART STILLs

The stars of "Who's Minding the Mint?" are immediately recognizable; film and television audiences will respond to star likenesses. Back up star stills with Still Nos. Art 1 (the drawing showing the film's "impossible" gang in the boat) and Still No. Art 2 (the drawing showing the "impossible" robbery in action) and use as marquee and lobby hangers.

DISPLAYS!

- \$ Suspend real dollar bills by threads from the foyer ceiling, out of reach of passersby. Post picture credits on cards on the ceiling so patrons will get the message.
- \$ Check local numismatic clubs and have the coin and currency collectors loan items of special interest for lobby display.
- \$ Mix together a large quantity of play money and a number of one dollar bills in a large box and spot it near your ticket taker. The top of the box should be above eye level yet low enough for each patron to reach in and draw a single bill. Of course those lucky enough to get actual currency are to keep it.
- \$ Another stunt could be to let patrons test their skill at getting the most coins in one handful from a bowl filled with pennies. A record is to be kept of the amount each contestant can hold and the money, in pennies, paid those who extract the most.

MERCHANTS!

- \$ Have a store scatter a large quantity of one dollar bills on the floor of a prominent window. A notice can offer passersby the opportunity of walking through the money in their bare feet: "The chance of a lifetime! Everyone's invited to walk through a small fortune in our wall-to-wall money window! Get in the mood to see 'Who's Minding the Mint?' State Theatre." A variation of this stunt would be to have your money-covered bally girl shuffle through the currency at certain times during the day, and a tie-in contest could offer prizes and guest tickets to those guessing the amount of money on display in the window.
- \$ Have stores stage a "Who's Minding the Mint?" Day of special sales bargains, similar to Dollar Day promotions, with merchandise offered at discount in honor of the picture. Certain numbers on sales checks for purchases could also win prizes.

Street Ballys

For a street bally send an attractive girl—dressed completely in green with green make-up on her face, arms and legs—through town carrying baskets filled with imitation currency. A sign on her back bears full credits. At other times, the girl could visit newspaper, radio and TV offices, presenting critics and deejays with dollar bills in envelopes with copy: "Your Invitation to Find Out 'Who's Minding the Mint?' etc." For another bally, sew a few dollar bills to a white shift dress, worn by a pretty girl who distributes throwaways as she walks through business sections of town. The girl might also try selling dollar bills for 89c, with newspaper/radio/TV covering her activity in behalf of "Who's Minding the Mint?"

BANKS!

- \$ Bank—or a collector—might have examples of unusual U. S. currency—early-day paper money, "horse blanket" bills, Confederate money, two dollar bills, etc. Arrange for special window displays, a week in advance of opening, with credits.
- \$ In an arrangement with one or more banks, split costs on a quantity of tickets to the picture to be presented those opening new accounts.
- \$ Another stunt would be to have banks note the serial numbers on a quantity of dollar bills issued by their tellers in the course of business for a week prior to playdate. The numbers are to be posted in the lobby opening day and prizes, plus guest admissions, awarded those presenting the winning bills at the boxoffice. Publicize via lobby boards, notices in banks and news story.
- \$ A local bank could use the copy line: "Who's Minding the Bank?" as an advertisement, highlighting the safety of their services, resources, etc., with credits to "Who's Minding the Mint?" Use the theme as a basis for window displays.
- \$ Bank advertising and window displays can incorporate plugs for the picture: " 'Who's Minding the Mint?' See the comedy at the State Theatre to Find Out! But as to Who's Minding Your Money, We Are! All Deposits Are Protected, etc."

RADIO!

- \$ Disc jockey offers guest tickets to listeners who are first to call his studio and name the prominent Americans whose portraits appear on the different denominations of paper currency he specifically announces on the air. (They are: \$1, Washington; \$2, Jefferson; \$5, Lincoln; \$10, Hamilton; \$20, Jackson; \$50, Grant; \$100, Franklin; \$500, McKinley; \$1,000, Cleveland; \$5000, Madison; \$10,000, Chase and \$100,000, Wilson.)
- \$ In another air stunt, a disc jockey can offer guest ticket prizes to the first listeners sending in postcards with other names for the word money, such as Moola, Dough, Long Green, Filthy Lucre, Wampum, Jack, etc. Winners could also be selected in a sweepstakes drawing.
- \$ Program representative goes through town asking passersby to tell him, within 15 seconds, how many zeros there are in a trillion dollars. Those answering 12, to receive guest tickets.
- \$ The sum of \$7,500,000, in \$100 bills, is "borrowed" from the U. S. Treasury in "Who's Minding the Mint?" A disc jockey can ask listeners to estimate the weight of this money, or 100,000 \$100 bills. These calling in the correct weight (212½ pounds) win promoted prizes and guest tickets.

Spread Funniemuny to Plug 'Who's Minding Mint?' — It Can Add Up to Real Dollars in the Bank!

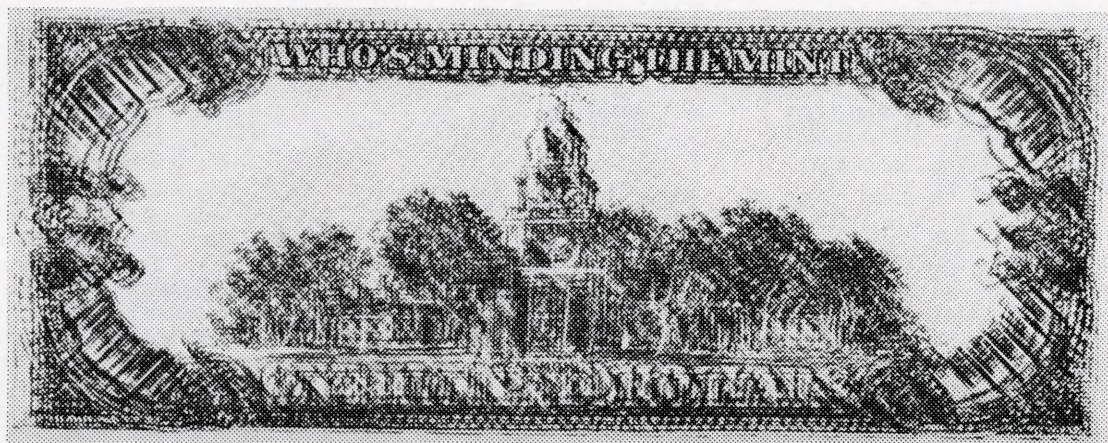


Shown here, the face and reverse of the "Who's Minding the Mint?" \$100 bill. It's "funniemuny," and it's as much fun as the picture! This bill-sized giveaway is printed in green, naturally, and it is available to showmen at the rate of \$2.00 per thousand bills, postage prepaid. Order from:

Exploitation Department
Columbia Pictures Corp.
711 5th Ave., New York, N. Y. 10022

Spread your "Who's Minding the Mint?" funniemuny around town via:

- In- and away-from-theatre distribution.
- Mail enclosures.
- "Lost" bills in busses, taxis and other vehicles, and in restaurants, building lobbies, etc.
- Handout at schools and in shopping centers.
- Stapled to your publicity items and other distribution material.



DELL COMIC BOOK

The fun of "Who's Minding the Mint?" can be seen in the Dell comic book, distributed nationally by more than 700 magazine wholesalers. The cover features scene from the



picture. Priced at 12c per copy, the comic book is on sale in book, drug and department stores throughout the country. Work with local Dell distributors or wholesalers on point-of-sale promotional co-operation.

- Imprint paper strips with full credits for glueing or slipsheeting.
- Offer free copies of book to first 50 or more youngsters on line opening day.
- Send copies of the book to local editors, critics, radio/TV stations.
- Imprint torn pages of the book with credits and use as throwaways.
- Sell books in theatre lobby and at concession stand in advance and during run of the picture.

Tabloid Herald Sells 'Mint!' Fun!

IMPRINTING

This cost in addition to cost of heralds, 4 lines of type each 4" long.

First 1,000, \$5.00
Additional thousands, \$3.50 per thousand
Over 5,000, \$3.00 per thousand
Extra copy 40c a 4" line
Folding, \$2.00 per thousand

SHIPPING

We ship small orders by Parcel Post Special Delivery and bill you for postage charges unless you specify otherwise. Large orders can be shipped by truck if there is time.

BUNGLING BURGLARS TAKE U. S. TREASURY FOR \$7,500,000



A SCENE THAT WILL GO DOWN IN HYSTERICISM... The maddest mob of money-makers that ever made a howling mess of the U.S. Mint heads for its objective via the sewers of Washington. Planning to print their own twelve millions on government printing presses are, left to right, Jim Hutton, Dorothy Provine, Jack Gifford, Milton Berle, Walter Brennan, Joey Bishop and Victor Buono. "Who's Minding the Mint?" is a Columbia Pictures release in Eastman color, produced by Norman Maurer and directed by Howard Morris.

Printed in black and green—inside pages, single color—on news stock! Four 8½ x 5½ pages, with ample room for theatre imprint on back page, which also carries an ad for "Who's Minding the Mint?" Front page is shown above; inside spread, below.

Per Thousand \$7.50 F.O.B. plant
Send Imprint Information When You Order Direct From:

HARRY K. McWILLIAMS ASSOCIATES

151 Lafayette St., N. Y., N. Y. 10013

Phone: (212) 925-5013





Mat 1E; Still No. 32

Jim Hutton checks the quality of new money at the U. S. Mint in this scene from "Who's Minding the Mint?", Columbia Pictures release in Eastman color also starring Dorothy Provine, Milton Berle, Joey Bishop, Bob Denver and Walter Brennan as Pop. Victor Buono and Jack Gilford co-star in the comedy, in which Hutton leads a zany band on a \$7,500,000 raid.



Mat 1A; Still No. 73

Dorothy Provine poses prettily in front of some newly-printed money in this scene from "Who's Minding the Mint?", Columbia Pictures release in Eastman color in which she plays a member of a zany band who stage a \$7,500,000 raid on the U. S. Treasury. Also starred are Jim Hutton, Milton Berle, Joey Bishop, Bob Denver, and Walter Brennan as Pop. Victor Buono and Jack Gilford co-star.

Dorothy Provine

If actresses are known by the company they keep on screen, then Dorothy Provine is certainly at the top of her profession. In her last five films, the blonde star has received co-star billing with such top performers as Jack Lemmon, Tony Curtis, Dean Jones, Raf Vallone, Frank Sinatra and Dean Martin. To that impressive list, Miss Provine now adds such stellar names as Jim Hutton, Milton Berle, Joey Bishop, Bob Denver, Walter Brennan, Victor Buono and Jack Gilford, her co-stars in "Who's Minding the Mint?" the Columbia Pictures release at the Theatre in Eastman Color. In the comedy, Miss Provine has the only feminine starring role and, adding to the fun of the film, she goes through most of it wearing a ballet dancer's tutu, leotards and slippers. The costume is occasioned by the fact that, in order to help Hutton out of trouble, she is part of a conspiracy to raid the U.S. Mint where they both are employed. An emergency "come as you are" call finds Miss Provine at her dance class, Berle at a lodge meeting in Revolutionary War uniform, Bishop all dressed-up as a Boy Scout leader and Gilford, playing safe-cracker, in his "The Y Builds Character" gym suit.

Norman Maurer produced "Who's Minding the Mint?" and the music is by Lalo Schiffrin. The comedy was written by R. S. Allen and Harvey Bullock.

Jim Hutton

"The great comedians of the screen—the Chaplins, Keatons, Laurels and Hardys — all portrayed a little man caught up in a world he didn't create," according to Jim Hutton, who currently stars at the Theatre in "Who's Minding the Mint?" new Columbia Pictures release in Eastman color. Hutton, who constantly studies the old-timers, knows "audiences can feel a sympathy and identification with the little 'loser' trying to get out of an embarrassing situation."

Which is why he was so delighted at the opportunity to play "Who's Minding the Mint?" Six-foot-four and handsome, he's the "little loser." He's the checker who inadvertently destroys \$50,000 in newly-printed currency and can't prove it. To stay out of jail, he plans to sneak into the Mint one night and print another \$50,000; nobody will be the wiser and nobody will be the loser.

Unfortunately, Hutton needs help in his "embarrassing situation" and he becomes involved with a crew of zanies with escalating dreams of getting rich quick. Before he can get his \$50,000 returned, Hutton must promise to print an additional \$7,000,000 for such worthies as Milton Berle, pawnshop broker who "manages" the operation; Joey Bishop, who knows his way around the sewers of Washington and can get them into the Mint by the underwater route; Bob Denver, ice cream vender who will distract a girl curious about their goings-on; Walter Brennan as Pop, retired Mint employee who wants to run the presses at least once; Victor Buono, playground "boat" rides Captain, and Jack Gilford, expert safecracker who will get Hutton the necessary engraving plates, only if Hutton will get him a hearing aide so he can listen to the safe tumblers. And, there also is Dorothy Provine, Hutton's shapely blonde co-worker who gladly becomes involved in order to help him out of trouble. She doesn't know everybody else is drooling over his tax-free million!

Playing the "little loser" is one thing, Hutton says, playing in such fast company is something else again. "I was a little apprehensive about working with such great comedy talents," he said, "but they are all pro's, and all under a director who knows his business, Howard Morris. Howard used to be one of the top comedians on the old Sid Caesar show" (and, it should be added, he has been responsible for some of the funniest program comedies on television, as a director, writer or actor).

"Who's Minding the Mint?" is a Norman Maurer production written by R. S. Allen and Harvey Bullock. Maurer produced the comedy.



Mat 2A; Still No. 21

Walter Brennan, Jim Hutton and Dorothy Provine stand in front of the printing and engraving department of the U. S. Treasury the morning after they have successfully printed some \$7,500,000 for themselves and their colleagues in "Who's Minding the Mint?" Columbia Pictures release in Eastman color. Others in their bungling band are Milton Berle, Joey Bishop, Bob Denver, Victor Buono and Jack Gilford. "Who's Minding the Mint?" is a Norman Maurer production directed by Howard Morris.



Mat 3A; Still No. 70

Lost in the sewers of Washington, D.C., while making their escape after a successful \$7,500,000 raid on the U. S. Mint, is the bungling band of amateurs led by Jim Hutton, center, in "Who's Minding the Mint?", new Columbia Pictures release in Eastman color. Also starring,

from left to right, are Dorothy Provine, Jack Gilford, Milton Berle, Walter Brennan as Pop, Joey Bishop and Victor Buono. The odd costumes, and the odder craft, are among the more felicitous of the film's many happy moments. Howard Morris directed "Who's Minding the Mint?", a Norman Maurer production.

Walter Brennan

From the vantage point of more than 40 years' motion picture experience, including three Academy Awards, Walter Brennan's advice to Hollywood newcomers is a succinct: "Forget the money!" Which, oddly enough, is just what he doesn't do in his newest comedy, "Who's Minding the Mint?", Columbia Pictures release in Eastman color at the Theatre.

Brennan plays Pop, an unhappily retired employee of the U. S. Bureau of Printing and Engraving. His life ambition is to start the presses rolling; to print money. Circumstances in the film enable him to do just this, to run off approximately \$7,500,000 of the pretty green stuff—in the knowledge that a million of it will be his. Tax-free!

"Who's Minding the Mint?" is a comedy of a band of inept bunglers who successfully carry out their raid on the Mint, and Brennan's years of experience—along with that of the film's other comedy pros—were required to make the bungling and ineptitude believable. Believable and, therefore, outrageously funny.

Brennan cites his co-stars as examples of his "Forget the money" precept. "Take any job," he tells newcomers. "Get all the experience and training possible." The backgrounds of the "Who's Minding the Mint?" stars included high school and college dramatics, Catskill Mountain hotels, vaudeville, night clubs, summer stock, Shakespeare, radio, television and, of course, motion pictures. Brennan himself started as a Hollywood stuntman.

Norman Maurer produced "Who's Minding the Mint?", and Howard Morris directed.

Milton Berle

Milton Berle, for three decades a top name on stage and in radio, television, films and night clubs, is starred in "Who's Minding the Mint?" new Columbia Pictures release at the Theatre in Eastman Color. Directed by Howard Morris, the Norman Maurer production also stars Jim Hutton, Dorothy Provine, Joey Bishop, Bob Denver and Walter Brennan as Pop. Victor Buono and Jack Gilford co-star. Berle plays a larcenous pawnbroker who "manages" a bunch of zany amateurs in a wild "raid" on the U.S. Mint, where they plan to print a million lovely, tax-free new dollars for themselves. A million apiece, that is!

More and more, Berle has been appearing in films, switching from comedy to drama and back: "The Loved One," "It's a Mad, Mad, Mad, Mad World" and "The Oscar." And just before "Who's Minding the Mint?" he appeared in a guest star role in "The Happening."

Written for the screen by H. S. Allen and Harvey Bullock, "Who's Minding the Mint?" was produced by Norman Maurer and directed by Howard Morris, with music by Lalo Schiffrin.

'Funny' Money!

There are, according to Census Department statistics, several thousands of ways of making money in the United States. There are, according to the Treasury Department, only two ways—its own, and counterfeit. "Who's Minding the Mint?", the Columbia Pictures comedy release at the Theatre in Eastman color, is the happy story of a bungling band of amateurs who raid the U. S. Mint and use its presses to make themselves a million dollars — apiece!

The question before the house is, of course, is it real money, even if it isn't taxable?

And the answer is, "yes!" A total of \$313,000 in real money was used in close-ups, with governmental permission and under the watchful eye of four armed Pinkerton guards who brought the stuff back and forth daily in an armored truck. But a total of \$7,500,000 was needed, not only to show it being printed, cut and checked for quality and color, but also to have it ecstatically handled by such eager beavers as Jim Hutton, Dorothy Provine, Milton Berle, Joey Bishop, Bob Denver and Walter Brennan as Pop, and co-stars Victor Buono and Jack Gilford.

The money had to be made, and it had to be scattered around the set, and the countryside.

Here, again with governmental approval, a counterfeit \$100 bill was designed by Norman Maurer, former cartoonist and now producer of "Who's Minding the Mint?"

Joey Bishop

Some people will do anything for a million dollars. In "Who's Minding the Mint?", now at the Theatre in Eastman color, comedian Joey Bishop dons a Boy Scout uniform, gets himself smeared with nice green ink, manages to lose himself and a battery of other comics in the sewers of Washington, D.C., and generally carries on with hilarious aplomb. He plays a Washington sewer worker, a completely unregenerate and unlucky race track bettor, who sees a chance to make a tax-free fortune by joining in a raid on the U. S. Mint. His fellow-bunglers in the Columbia release, include stars Jim Hutton, Dorothy Provine, Milton Berle, Bob Denver and Walter Brennan as Pop; co-stars Victor Buono and Jack Gilford.

This group of high-powered comedians provided Bishop with an opportunity for his own specialty, the ad lib. "I like things to happen naturally," he says, "Comedy should be spontaneous, with the element of surprise, the sudden 'switch' from the obvious." He found it in the picture, which was directed by Howard Morris, the brilliant comic from the Sid Caesar television show, and he found it in off-camera moments with his co-stars and visitors to the set of "Who's Minding the Mint?"

Bishop's somewhat incongruous Boy Scout attire caused one visitor to the set to ask: "And where are all the little Boy Scouts?" Replied Bishop, his wry face never changing a muscle, "We ate them." Pause. "Ran out of cookies, you know."

On another occasion, chatting with a studio executive on the side-lines, Bishop was called to join the other actors on the set. "Don't go away," said Bishop to his visitor, "I'll be right back as soon as I steal this scene."

Only once was Bishop "topped" during production of "Who's Minding the Mint?" Adlibs were the order of the day, as each comedian whispered asides during a scene, trying to break up the other performers. Riding in a car, with his back to the camera, Bishop tried to needle Berle who, with his face to the camera, could not say a thing, but still managed an ad-lib answer. Nonchalantly, Berle leaned on the car horn, a physical ad-lib quite in keeping with the scene.

But Bishop managed to even matters. Dressed in his Boy Scout uniform, Bishop crossed a busy boulevard en route to lunch and, in keeping with the costume, he actually escorted a lady across the street. Later, kidded on the set for his "gallantry," Bishop cracked, "That was an old lady? I thought it was Milton Berle!"

Norman Maurer produced "Who's Minding the Mint?" and the music is by Lalo Schiffrin. The comedy was written by R. S. Allen and Harvey Bullock.



Mat 1C; Still No. 69
Jim Hutton and Dorothy Provine celebrate their successful \$7,500,000 raid on the U. S. Treasury department in "Who's Minding the Mint?" new Columbia Pictures release in Eastman color. Also starring in the madcap comedy are Milton Berle, Joey Bishop, Bob Denver and Walter Brennan as Pop. Victor Buono and Jack Gilford are co-starred in the comedy. Howard Morris directed the Norman Maurer production.

Bob Denver

Bob Denver, known to millions of TV viewers as the fumbling Gilligan of "Gilligan's Island," is currently starring in "Who's Minding the Mint?" the Columbia Pictures' release in Eastman color at the Theatre. Starred with Denver are Jim Hutton, Dorothy Provine Milton Berle, Joey Bishop and Walter Brennan as Pop. Victor Buono and Jack Gilford co-star.

In "Who's Minding the Mint?" Denver becomes involved in an hilarious raid on the U. S. Mint. As the girl-shy driver of an ice cream truck, he is assigned to the task of keeping busy an over-amorous young woman — for which he is to receive one million tax-free dollars newly-printed in the Mint by his amateur associates in crime.

Denver came to show business by way of college theatricals. Born in New Rochelle, N. Y., he completed his high school education in Los Angeles. While a pre-law student at Loyola University, he joined a drama group, the Del Ray Players, where he gained valuable experience in progressively more important parts. In Hollywood, in only his third professional role, Denver became one of television's best known personalities as the beatnik in "Dobie Gillis," after appearing briefly in one film, "A Private Affair." Then he scored in "Gilligan's Island."

"Who's Minding the Mint?" was written for the screen by R. S. Allen and Harvey Bullock.



Mat 2B; Still No. 7
Joey Bishop may be a Boy Scout leader in "Who's Minding the Mint?" Columbia Pictures release in Eastman color, but here he's just a bungling amateur whose kerchief has been caught in a printing press while he is running off some \$7,500,000 in tax-free money. The girl is Dorothy Provine and other of Bishop's colleagues include Jim Hutton, Milton Berle, Bob Denver, Walter Brennan, Victor Buono and Jack Gilford.

Jack Gilford

Jack Gilford probably is one of the most famous "anonymous" stars in Hollywood today. His face is instantly recognizable on the screen, but his audiences usually can't, for the life of them, think of his name.

Yet, on Broadway and in Hollywood, Gilford is known by every producer and director as one of the most talented performers in show business. And, thanks to TV, Gilford's wry face is recognized, even though nameless, by millions. Currently, the comedian is co-starred at the Theatre in "Who's Minding the Mint?" Columbia Pictures release in Eastman color. Also starred in the Norman Maurer production, directed by Howard Morris, are Jim Hutton, Dorothy Provine, Milton Berle, Joey Bishop, Bob Denver and Walter Brennan as Pop. Victor Buono also is co-starred.

Between scenes of "Who's Minding the Mint?" Gilford was frequently "on-stage," entertaining co-stars and the crew with ad-libs and extemporaneous bits of business. Surrounded by top comedians, Gilford would do his "imitations," of pea soup coming to a boil, or a telegraph key snapping out Morse code, Milton Berle enthusiastically would poke the nearest bystander in the ribs and exclaim "He's funny! He's funny!"

Gilford is the only actor ever to play both the New York Palace and the Metropolitan Opera House, where he has an annual date to appear in "Die Fledermaus," although he does not sing. Gilford makes people laugh, even opera-goers. In "Who's Minding the Mint?" he plays an expert, but somewhat deaf, safe-cracker recruited by amateurs for a raid on the U.S. Mint. He wants the million dollars they will print for him after he gets them the proper engraving plates out of the vault. Unfortunately, they need to buy him a hearing aid so he can listen to the tumblers click.

Gilford's films include "The Diary of Anne Frank," "Romanoff, and Juliet," "A Funny Thing Happened on the Way to the Forum" and "Enter Laughing." "Who's Minding the Mint?" was penned by R. S. Allen and Harvey Bullock.

Advance Notice

"Who's Minding the Mint?", Columbia Pictures' comedy release in Eastman color, opens at the Theatre. Starred in the Norman Maurer production are Jim Hutton, Dorothy Provine, Milton Berle, Joey Bishop, Bob Denver and Walter Brennan as Pop. Victor Buono and Jack Gilford co-star. The comedy was directed by Howard Morris, and written by R. S. Allen and Harvey Bullock. Lalo Schiffrin composed the music.



Mat 2C; Still No. 109
Milton Berle rides the sewers of Washington, D. C., in a home-made boat, in this scene from "Who's Minding the Mint?" Columbia Pictures release in Eastman color. With him are, from left to right, Jim Hutton, Dorothy Provine, Jack Gilford, Walter Brennan, Joey Bishop and Victor Buono. The zany band are on their way to the U. S. Mint, with a scheme for printing \$7,500,000, under Berle's larcenous "management."

COLUMN ITEMS

Vital statistics note: There are more pregnant beagles in Hollywood than anyone dreamed possible! Norman Maurer, producer of "Who's Minding the Mint?" new Columbia Pictures release in Eastman color, was swamped with hundreds of offers for the use of their pregnant beagles by owners in response to his pre-production search for a mother beagle and her new born puppies for scenes in the comedy. The producer finally settled on "Peanuts," owned by trainer Frank Inn.

"Who's Minding the Mint?", the Columbia Pictures release in Eastman color, was more than just another motion picture for Walter Brennan. Filming began on his 72nd birthday, and on the start of his 43rd year in films. Nobody, not even Walter, knows how many movie's he's been in since 1923, when he made his acting debut after months of stunt and extra work.

For a high angle shot in "Who's Minding the Mint?", the Columbia Pictures comedy release in Eastman color, director Howard Morris checked with one of the electricians high on the uppermost catwalk of the studio sound stage. "How does that look?" called Morris. The electrician, apparently misunderstanding, replied, "Yes." Called back Morris, "Yes, what?" Promptly came back the answer, "Yes, sir!"

In a comedy scene for "Who's Minding the Mint?" Joey Bishop had only one word of dialogue, while the other stars of the Columbia Pictures release in Eastman color were rattling off their lines. At the scene's end, Bishop jokingly complained to producer Norman Maurer and director Howard Morris about his "small" part. Said director Morris, "There are no small parts, Joey, only small . . ."

Before Morris could add the final word, "Actors," co-star Jack Gilford chimed in with, "Salaries!"

In these days of exotic overseas locations, producer Norman Maurer claims a "first" in domestic locations. He and director Howard Morris filmed exteriors for the new comedy, "Who's Minding the Mint?" the Columbia Pictures release in Eastman color, near Los Angeles San Pedro Harbor, where the official name for the location site was "River Dump No. 1."

Benjamin Franklin, Thomas Jefferson, John Adams, John Hancock and Alexander Hamilton appear with Milton Berle in "Who's Minding the Mint?", Columbia Pictures comedy release in Eastman color. Berle wears Revolutionary War costume in this modern comedy of a raid on the U. S. Mint by a band of bunglers, and the founding fathers are life-size figures, borrowed from a museum, in a grouping that he uses as sanctuary wherever a Treasury guard patrols the area.

Actress Abby Dalton ordered "good luck" flowers delivered to her former TV partner, Joey Bishop, on the first day of filming "Who's Minding the Mint?", the Columbia Pictures release in Eastman color. They were not delivered until days later because Bishop and his comedy co-stars were working with more than \$300,000 in real U. S. currency. And the guards hired to check everyone and everything entering the stage, refused to admit the delivery man and the flowers.

Columbia Pictures' "Who's Minding the Mint?" lost a producer but gained a director one day during filming of the new comedy, when producer Norman Maurer and director Howard directed different sequences simultaneously. Maurer filmed car scenes with half the starring cast—Dorothy Provine, Milton Berle, Joey Bishop and Bob Denver, while Morris directed at a nearby location the balance of the cast—Jim Hutton, Victor Buono, Jack Gilford and Walter Brennan. When the group teamed up, Morris took over.

Despite strict regulations against taking still pictures of actual U. S. currency, Norman Maurer, producer of the new Columbia Pictures comedy in Eastman color, "Who's Minding the Mint?" received unprecedented permission to take color photos of high denomination bills for use in the film's main titles.

Maurer got the O.K. from the U. S. Bureau of Engraving and Printing (the U. S. Mint) to photograph bills of \$5,000, \$10,000 and \$100,000 denominations.

Movie Mint

For obvious security reasons, the United States Bureau of Engraving and Printing takes a dim view of a Hollywood film company roaming up and down its halls and/or printing rooms.

Not that the Mint questioned the integrity of such players as Jim Hutton, Dorothy Provine, Milton Berle, Joey Bishop, Bob Denver, Walter Brennan, Victor Buono or Jack Gilford. And nobody doubted the honesty of producer Norman Maurer and director Howard Morris, or any member of their production staff. It was just that making a comedy like "Who's Minding the Mint?", the Columbia Pictures release in Eastman color at the Theatre, would certainly disrupt the orderly routines employed by the government in printing its money. And, after all, "Who's Minding the Mint?" is about an inept band of burglars who invade the Mint and use its equipment to print their own dough, \$7,500,000 worth!

Full-scale reproductions of key sections of the Mint were designed by art director John Beckman, along with an elaborate, block-long reproduction of one of the main sewers running under our national capital.

Completely filling one huge sound stage, the Mint settings included the Press Room (where those lovely pictures of Washington, Lincoln, Grant, Jackson and Hamilton are printed), sections of the Visitors' Gallery, checking rooms, the guards' lounge, and the vault where the engraving plates are stored.



Mat 1B; Still No. 65
That's Milton Berle in disguise, under Jim Hutton's smothering hand. It's a scene from "Who's Minding the Mint?" Columbia Pictures release in Eastman color also starring Dorothy Provine, Joey Bishop, Bob Denver, Walter Brennan as Pop, Victor Buono and Jack Gilford. "Who's Minding the Mint?" is the comedy of a zany band who stage a \$7,500,000 raid on the Treasury Dept.

Victor Buono

Although it is popularly supposed that everybody loves a fat man, 300-pound Victor Buono has found it just isn't so. Ever since his first film role in "Whatever Happened to Baby Jane," down through "Hush, Hush . . . Sweet Charlotte," "The Young Dillinger," and even "The Silencers," Buono has been cast as the "heavy," if he'll pardon the expression.

Now, Buono gets some relief, comic relief that is, as he co-stars in "Who's Minding the Mint?" the Columbia Pictures' release at the Theatre in Eastman color. Story of an hilarious attempt to raid the U.S. Mint, the film stars Jim Hutton, Dorothy Provine, Milton Berle, Joey Bishop, Bob Denver, Walter Brennan as Pop and Jack Gilford.

"For some reason," says Buono, "audiences have been conditioned into accepting fat men as 'heavies.' Girth, to me, has never been synonymous with being sinister."

THE CAST

Harry Lucas	Jim Hutton	Imogene Harris	Jackie Joseph
Verna Baxter	Dorothy Provine	Maxwell	Bryan O'Byrne
Luther Burton	Milton Berle	Grayson	Robert Ball
Ralph Randazzo	Joey Bishop	Bertha	Dodo Denney
Willie Owens	Bob Denver	Jess	Luther James
Pop Gillis	Walter Brennan	Drunk	Mickey Deems
Captain	Victor Buono	Man in Window.....	Lennie Bremen
Avery Dugan	Jack Gilford	Woman in Window	Cordy Cark
Mario	Jamie Farr	First Guard	Thom Carney
Samson Link	David J. Stewart	Second Guard.....	Khalil Bezaleel
Doris Miller	Corinne Cole		

THE CREDITS

Produced by Norman Maurer; Directed by Howard Morris; Written by R. S. Allen and Harvey Bullock; Director of Photography, Joseph Biroc, A.S.C.; Music, Lalo Schifrin; Art Director, John Beckman; Set Decorators, Morey Hoffman, Bud Friend; Assistant Director, Bud Grace; Unit Production Manager, Andy Durkus; Makeup Supervision, Ben Lane, S.M.A.; Film Editor, Adrienne Fazan, A.C.E.; Hair Styles by Virginia Jones, C.H.S.; Sound Supervision, Charles J. Rice; Sound, Robert Martin, Jack Haynes; Special Effects, Richard Albain; Aerial Photography, Nelson Tyler; Technical Advisers, Addressograph Multigraph Corp. A Norman Maurer Production. Color by Pathe. A Columbia Pictures Release.

THE STORY

(Not for Publication) When Harry Lucas, who checks money at the U. S. Mint, inadvertently destroys \$50,000 without a shred of proof of his honesty, he enlists the aid of retired printer Pop Gillis; they will sneak in one night to run off, and replace, the money. To obtain the necessary engraving plates, Harry recruits expert safecracker Avery Dugan. But Dugan has been deafened by his work in prison and he needs a hearing aid from pawnbroker Luther Burton who soon learns of the plot, and cuts himself in as manager. Luther brings in Ralph, who works in the sewers and can help them reach the Mint; the Captain, operator of kiddie playground "boats", who will navigate the sewers and Willie, an ice cream vender who will distract Imogene who is curious about their rehearsals of the planned "invasion." Harry himself brings in Verna, attractive operator of the Mint's cutting machine. Verna knows Harry needs help, she doesn't know Luther has chiseled the surreptitious money-printing operation up to a proposed million dollars a man. Imminent automation at the Mint forces Harry to issue an emergency "come as you are" summons. When they climb into the Captain's home-made sewer-boat, Verna is in ballet costume, Luther in his Revolutionary War lodge uniform, Ralph is garbed as a scoutmaster, Avery wears his YMCA gym suit. Pop's dog, soon to give birth, also is along. Willie keeps Imogene distracted all night, and Harry and his crew safely—finally!—make off with their privately-printed \$7,000,000-plus . . .

Running Time: 97 Minutes

OFFICIAL BILLING

COLUMBIA PICTURES Presents	25%
JIM HUTTON DOROTHY PROVINE	
MILTON BERLE JOEY BISHOP BOB DENVER	
and WALTER BRENNAN as Pop	100% **
in	
WHO'S MINDING THE MINT?	100%
Co-starring	
VICTOR BUONO JACK GILFORD	100%
Written by R. S. ALLEN and HARVEY BULLOCK	25%
Music by LALO SCHIFRIN	25%
Produced by HOWARD MORRIS	25%
Directed by NORMAN MAURER	25%
A Norman Maurer Production	15%
EASTMAN COLOR	25%

** Walter Brennan must be on a line by himself.

TV TRAILERS

TV spots that show viewing audiences the zany excitement of "Who's Minding the Mint?" Spots are two 60-seconds, two 30-seconds, two 10-seconds—all in color. Order from National Screen Service exchange.

RADIO SPOTS

Two 60-, two 30- and a 10-second spot capture the wild fun of "Who's Minding the Mint?" Order them early from National Screen Service.

SELLING AIDS
FOR
'WHO'S MINDING
THE MINT?'

Information about telops—style and prices—may be obtained direct from: QQ Title Card Co., 247 West 46th Street, N. Y., N. Y. 10036.

NATIONAL FLAG DISPLAYS

3 pc. Streamer, \$21.50; De Luxe Sectional Valance, \$2.15 per running foot—minimum length, 10 feet; 9' x 12' Flags or Wall Banners, single-faced, \$80., double-faced, \$145. Order from National Screen.

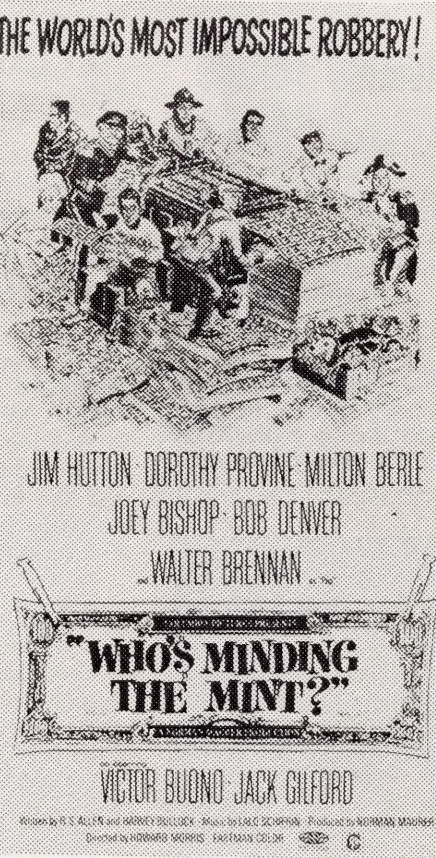
TELOPS



6-SHEET



1-SHEET



3-SHEET

ACCESSORIES

- SIX SHEET
- THREE SHEET
- ONE SHEET
- RADIO SPOTS
- WINDOW CARD
- TV TRAILERS
- INSERT CARD
- TITLE DISPLAY
- HI-RISE STANDEE
- 22 x 28
- SLIDE
- EIGHT 11 x 14's
- TRAILER
- UTILITY MAT
- 40 x 60, 24 x 60, 24 x 82, 30 x 40
- STILL SETS
(Color and B/W—Color, for lobby and store displays; B/W stills for newspaper planting)

Order from National Screen

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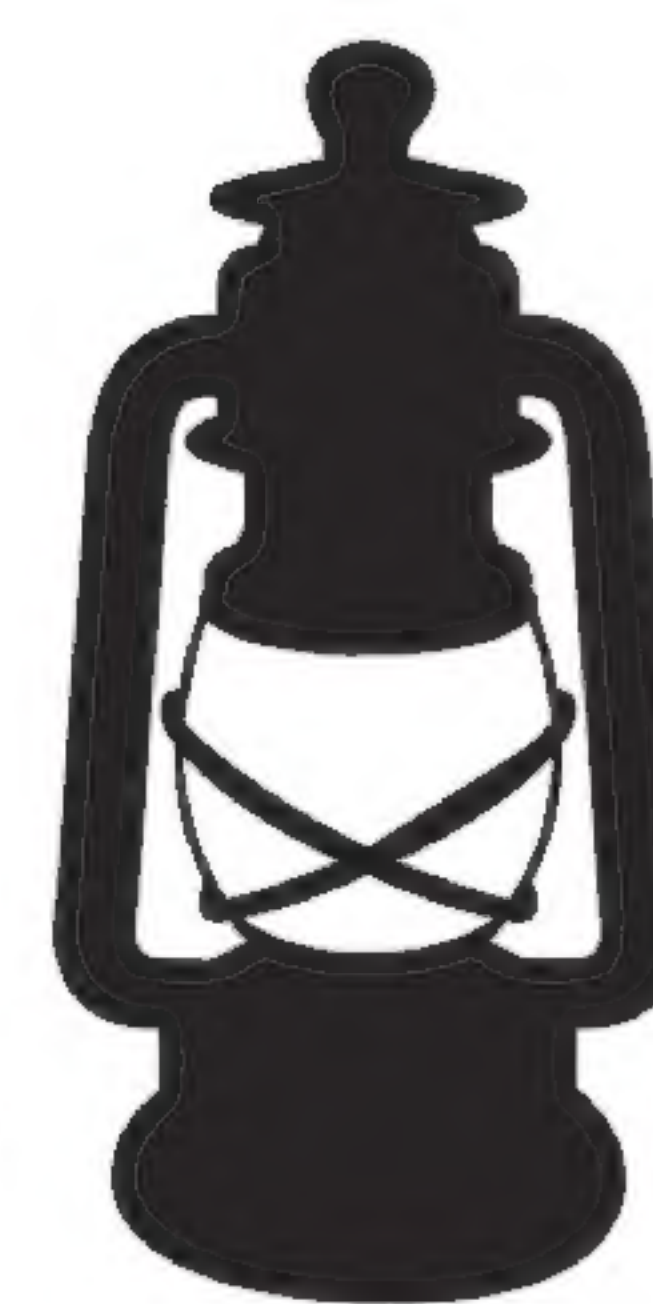


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